



Fact Sheet

- FACT:** According to the 2006 Arizona Youth Survey, 62 percent of Arizona youth 13-18 years old report having used alcohol, compared to the national average of 58 percent. ¹
- FACT:** 38 percent of 13-15 year olds drank alcohol on an average of nearly 5 occasions in the past year. ("Parents, Kids and Alcohol," TCC Research)
- FACT:** First use of alcohol typically begins around age 12. (National Institute on Drug Abuse)
- FACT:** Only 4 percent of teens (13-18 years old) reported that it is "difficult" for someone their age to get alcohol. (TCC Research: Parents, Kids and Alcohol)

Background

The incidence of underage drinking remains unacceptably high among our nation's youth. According to the 2006 National Survey on Drug Use and Health, about 10.8 million Americans between ages 12-20 report current alcohol consumption; this represents nearly 28% of this age group for whom alcohol use is illegal. Among 12-20 year olds, the rates of past month consumption reported in the 2006 National Survey on Drug Use and Health are similar to estimates reported since 2002.

Whether or not they realize it, parents are the leading influence on kids' decision not to drink alcohol. According to a survey conducted by TRU Omnibuzz in 2003, 65 percent of adolescents identify parents as the leading influence in their decision to drink or not to drink. Unfortunately, 36 percent of adolescents say that they had not spoken to either parent about alcohol. This communication gap between kids and parents can be minimized by developing tools that increase awareness, educate parents and kids and help to facilitate conversations between parents and kids about the dangers of underage drinking.

While it is clear that early parental intervention can significantly delay the age of first consumption among youth, often parents struggle with how to best start an effective conversation about the consequences of underage drinking with their kids.

Also important is providing youth with accurate, youth oriented information to help them make the right decision when faced with making decisions about alcohol.

The Century Council in partnership with Nickelodeon has developed a new, creative multimedia program for middle school aged kids and their parents called *Ask, Listen, Learn: Kids and Alcohol Don't Mix* to fight the problem of underage drinking, particularly among tweens (ages 9-12). The program is unique in that it approaches the issue from two sides – providing both parents and kids with information and strategies to help

¹ www.azcjc.gov/sac/AYS.asp

facilitate the conversation about the dangers of underage drinking, in a format and language designed specifically for them.

Components

The Century Council is grateful to the American School Counselor Association, the National Association of Secondary School Principals, the National Latino Children's Institute, the National Middle School Association, and the U.S. Substance Abuse and Mental Health Services Administration for providing scientific input for use in creating *Ask Listen Learn*.

The program includes:

- **A parent's booklet**, detailing how to begin the conversation, sustain the conversation and make an impact on kids. It presents effective questions, data, conversation starters and answers to typical objections kids raise.
- **A kid's booklet**, with interactive games, trivia cards with questions and answers explaining the facts about alcohol, addressing issues including how to avoid peer pressure, and creative ways to say no. It also includes an Action Against Alcohol Agreement that both kids and parents can sign.
- **Asklistenlearn.com**, produced by Nickelodeon, is a website for kids with information on the dangers of underage drinking including monthly polls, information interactive games and videos, as well as more information on how to say no.
- **Asklistenlearnparents.com**, produced by Nickelodeon, is a website for parents with additional information on how to have the conversation and links to additional national and local resources related to underage drinking

The Century Council

The Century Council is a not-for-profit organization dedicated to fighting drunk driving and underage drinking and is funded by distillers including Bacardi U.S.A., Inc.; Brown-Forman; Constellation Brands, Inc.; DIAGEO; Future Brands LLC; Hood River Distillers, Inc.; and Sidney Frank Importing Co. Inc. Headquartered in Arlington, Virginia and chaired by Susan Molinari, The Century Council is a leader in the fight to eliminate drunk driving and underage drinking and promotes responsible decision making regarding beverage alcohol. The Century Council develops and implements innovative programs and public awareness campaigns and promotes action through strategic partnerships. Established in 1991, The Century Council's initiatives are highlighted on its website at www.centurycouncil.org.

Arizona Alliance of Boys & Girls Clubs

Founded in 2000, the Arizona Alliance of Boys & Girls Clubs was founded in order to provide a medium for improving programs for the youth we serve. The Alliance is made up of all 21 Boys & Girls Club Charters in the state which serve 50,000 registered members, plus another 90,000 youth served who benefit from the clubs program or facilities annually, mostly from disadvantaged circumstances; and operate 72 full service Clubhouses daily, in 13 counties and 39 Arizona cities, including at all of our states military facilities.

Arizona Attorney General's Office

Protecting children is a key priority of Attorney General Terry Goddard, whether through enforcing laws governing Internet usage, tobacco accessibility or child abuse. Beginning in 2003 he established a successful partnership with the Arizona Alliance of Boys and Girls Clubs to protect children from Internet predators and the dangers of methamphetamine. Arizona is the first state to launch the *Ask, Listen and Learn: Kids and Alcohol Don't Mix* program in Boys and Girls Clubs across the state. For more information visit www.azag.gov.

Nickelodeon

Nickelodeon is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in 88 million households and has been the number-one-rated basic cable network for more than eight consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom International Inc.

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